

EAST Search History**EAST Search History (Prior Art)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	17	view\$3 same national same local same spot same (ad or advertisement\$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	OR	OFF	2010/05/06 13:44
L2	7	view\$3 same national same local same spot same program same rating\$1	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	OR	OFF	2010/05/06 13:47
L3	17	725/22.ccls. and "705"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB	OR	OFF	2010/05/06 13:47
L4	3	((LANCE) near2 (FUNSTON)).INV.	US-PGPUB; USPAT; USOCR	SAME	ON	2010/05/06 13:48
S1	1588670	cable spot advertising	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/04/17 20:38
S2	2080	cable spot advertising	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2008/04/17 20:38
S3	1	cable spot advertising	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	OFF	2008/04/17 20:38
S4	15	cable television advertising	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	OFF	2008/04/17 20:39
S5	177	nielsen.as.	USPAT	OR	OFF	2008/04/23 19:48
S6	19	S5 (ad or advertising)	USPAT	AND	OFF	2008/04/23 19:49

S7	3	(local adj spot) (national adj spot)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2008/04/23 20:04
S8	84	725/22.ccls.	USPAT	OR	OFF	2008/04/23 20:07
S9	1835	method advertis\$ cable local national	USPAT	AND	OFF	2008/04/23 20:18
S10	0	method advertis\$ cable local national	USPAT	WITH	OFF	2008/04/23 20:18
S11	13	method advertis\$ cable local national	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	SAME	OFF	2008/04/23 20:18
S12	132	aggregating advertising	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	OFF	2008/04/23 20:20
S13	1	("20050193410").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2008/04/23 21:47
S14	1	("7039931").PN.	USPAT; USOCR	OR	OFF	2008/04/24 06:31
S15	0	local national spot ((audience adj deficiency adj units) or ADU) aggregat\$3 pric\$3 (quarter near hour) view\$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	SAME	OFF	2008/12/08 10:48
S16	0	local national spot ((audience adj deficiency adj units) or ADU) aggregat\$3 pric\$3 (quarter near hour) view\$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	OFF	2008/12/08 10:48
S17	0	(local same national same spot) and ((audience adj deficiency adj units) or ADU) and (aggregat\$3 same pric \$3) and (quarter near hour) and view \$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	OFF	2008/12/08 10:49
S18	150	(local same national same spot)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	OFF	2008/12/08 10:49

S19	2226	((audience adj deficiency adj units) or ADU)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	OFF	2008/12/08 10:50
S20	22	(aggregat\$3 same pric\$3) and (quarter near hour) and view\$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	OFF	2008/12/08 10:50
S21	2	S18 and S19	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	OFF	2008/12/08 10:50
S22	0	S19 and S20	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	OFF	2008/12/08 10:59
S23	2	S18 and S20	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	OFF	2008/12/08 10:59
S24	157	725/22.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/12/17 18:41
S25	0	S24 and CMIT	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/12/17 18:42
S26	19	S24 and Nielsen	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/12/17 18:42
S27	3	((LANCE) near2 (FUNSTON)).INV.	US-PGPUB; USPAT; USOCR	OR	OFF	2008/12/17 18:50
S28	17366	(ad or advertis\$4) and "705"/.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	OFF	2008/12/18 06:52

S29	9	S28 and Nielsen.as.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	OFF	2008/12/18 06:52
S30	25	nielsen.as. and ratings	USPAT	OR	OFF	2008/12/22 07:18
S31	3	nielsen.as. and rating and equation	USPAT	OR	ON	2008/12/22 07:19
S32	8	media near5 rating near5 (calcula\$4 or equation)	USPAT	OR	ON	2008/12/22 07:21
S33	43	national network spot advertising	US-PGPUB; USPAT; USOCR	SAME	ON	2009/07/15 14:00
S34	26	725/25.ccls. and "705"/\$.ccls.	US-PGPUB; USPAT; USOCR	SAME	ON	2009/07/15 14:08
S35	0	S34 and ((national same local) near3 spot)	US-PGPUB; USPAT; USOCR	SAME	ON	2009/07/15 14:09
S36	3	((LANCE) near2 (FUNSTON)).INV.	US-PGPUB; USPAT; USOCR	SAME	ON	2009/07/15 14:09
S37	2	(("20020124246") or ("20020032904")).PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2009/07/15 15:31
S38	11159	705/10,14.ccls.	US-PGPUB; USPAT; EPO	SAME	ON	2009/07/15 15:49
S39	3455	725/9,46,112,14,110,134.ccls.	US-PGPUB; USPAT; EPO	SAME	ON	2009/07/15 15:49
S40	48	S38 and S39	US-PGPUB; USPAT; EPO	SAME	ON	2009/07/15 15:49
S41	5	S40 and (Nielsen near ratings)	US-PGPUB; USPAT; EPO	SAME	ON	2009/07/15 15:50

5/6/2010 1:50:17 PM

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